Corporate Communications Directorate

The Defense Finance and Accounting Service

DFAS Corporate Communications...

Bringing People Together

Claudia L. Bogard

Director



Mission of Corporate Communication



- Promote a Corporate I mage
- Increase Communications Flow Internally
- Improve the DFAS Image





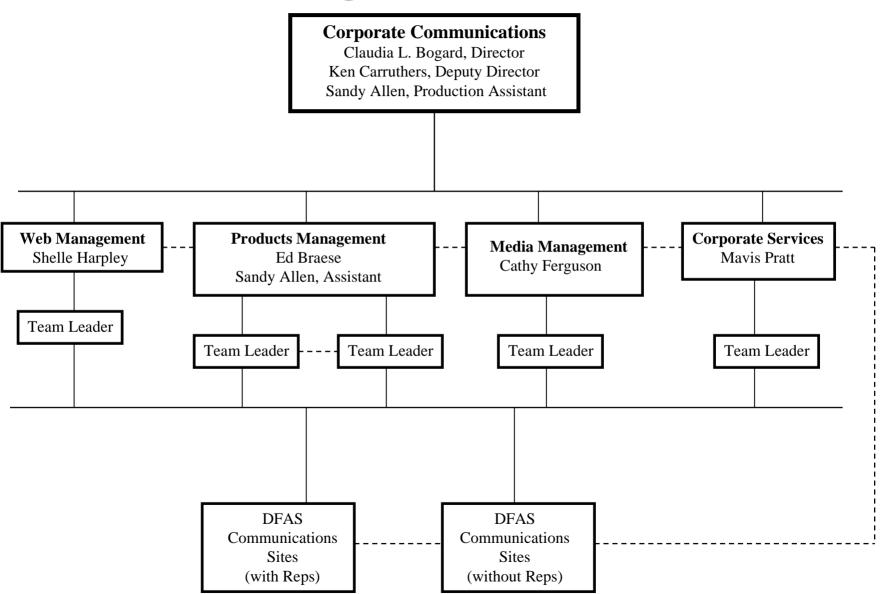


organizational structure and Directorate Objectives



CORPORATE COMMUNICATIONS DIRECTORATE





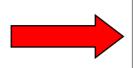
----- Your Financial PARTNER @ Work

Balanced Scorecard

DFAS Objectives

Customer Perspective

- Meet or exceed Customer expectations
- •Improve Customer satisfaction
- •Improve Customer billing methodology
- •Increase Customer perceived value



Corporate Communications Objectives

Customer Perspective

- Promote a Corporate Climate
- Increase Internal Communications Flow
- Improve DFAS Image

Financial Perspective

•Reduce cost to the Customer

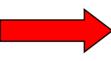


Financial Perspective

Advocate Cost Saving Measures

Internal Perspective

- Encourage innovation
- •Improve and leverage quality
- Deliver system solutions
- •Eliminate re-work



Internal Perspective

 Create Corporate Communications Organizational Structure

Learning and Growth Perspective

- •Increase employee competence
- •Increase employee satisfaction
- •Enhance corporate capability and intellectual capital
- Develop a climate for action
- •Expand the use of employee development assignments



Learning and Growth Perspective

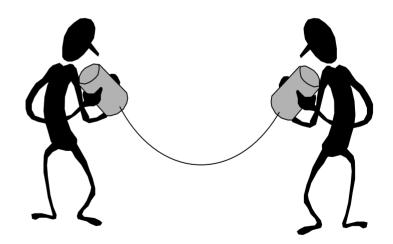
- Increase Employee Professional Competence
- Educate Agency on Corporate Communications Structure
- Increase Employee Corporate Knowledge



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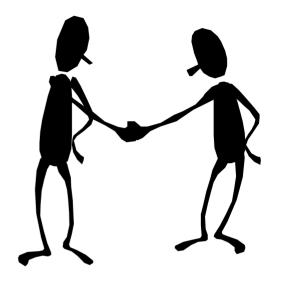
Internal Communications Methods

- Face-to-Face Interaction
- Electronic Interface
- Print



Face-to-Face Interaction

- Meetings
 - staff/division/directorates
 - leadership councils
 - executive offsites
 - VTCs
 - town halls
 - functional/program offices



- Employee/Colleague Recognition Ceremonies
- Employee Briefings on the DFAS Business Evolution and Change Management
 - worksheets

Electronic Interface





Welcome to the

- DFAS Web Sites
 - Public Site: http://www.dfas.mil
 - DFAS4DoD: https://dfas4dod.dfas.mil
 - Infoweb: https://infoweb.dfas.mil



DFAS InfoWeb

Electronic Interface



Percentage Increase in Growth

- WWW.DFAS.MIL

<u>January 2000</u> <u>January 2001</u> <u>Increase</u> <u>Percentage</u> 3,596,966 6,638,463 3,041,497 hits 184%

- DFAS4DOD.DFAS.MIL

 January 2000
 January 2001
 Increase
 Percentage

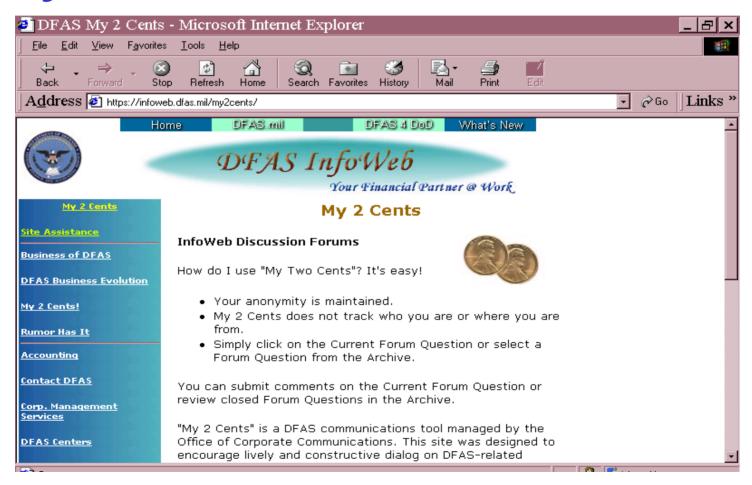
 113,253
 339,665
 226,412 hits
 299%

- INFOWEB.DFAS.MIL

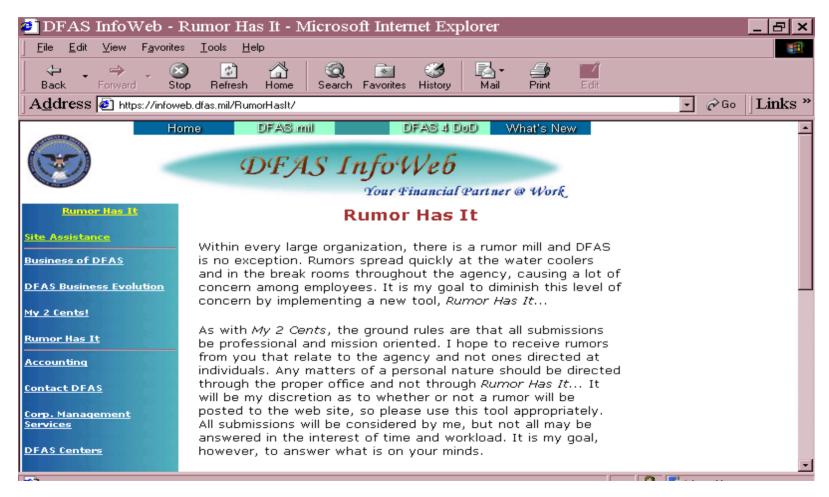
<u>January 2000</u> <u>January 2001</u> <u>Increase</u> <u>Percentage</u> 109,517 566,057 456,540 hits 516%

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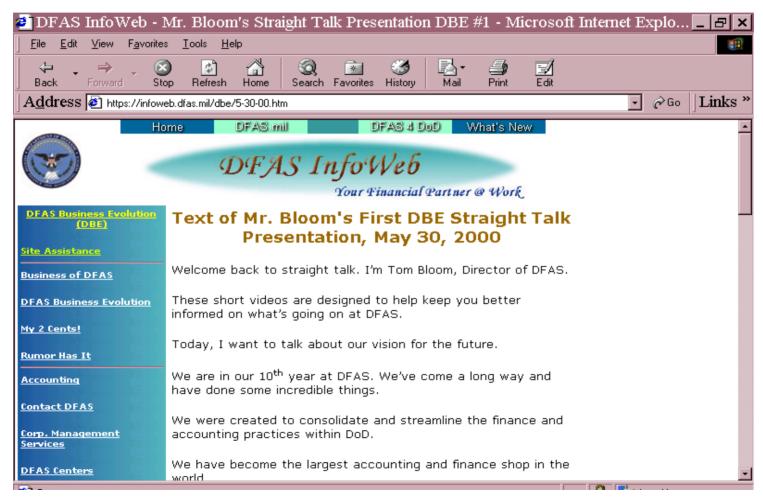
"My 2 Cents"



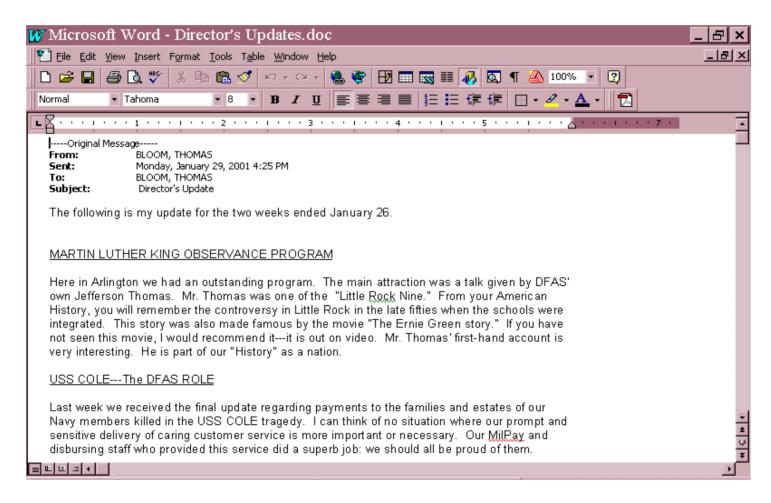
"Rumor Has It..."



"Straight Talk"



"Director's Updates"



Print

- Local Publications
 - newsletters
 - pamphlets
 - tri-folds
 - press releases
 - educational materials
 - posters





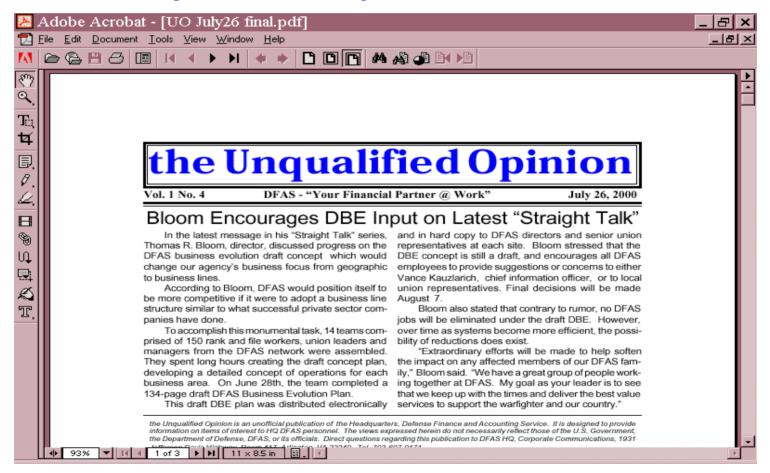
Press Releases for Employees

DFAS InfoWeb - What's New - Microsoft Internet Explorer _ & × File Edit View Favorites Tools Help **Press Releases** Stop Refresh Home Search Favorites History Print Address Address https://infoweb.dfas.mil/whatsnew/ 🕝 🔗 Go │ Links " DFAS Press releases - Microsoft Internet Explorer File Edit View Favorites Tools Help DFAS InfoWeb Your Financial Partner @ Work Address Address http://www.dfas.mil/news/pr/ What's New Whats New Defense Finance and Accounting Service DFAS Wire Service Releases (WSR) - For Internal Use Only Business of DFAS January 16, 2001 DFAS Business Evolution DFAS-Charleston Initiates a Customer Support Group with NAVSEA -My 2 Cents! **Press Releases** DFAS WSR 01-09, January 16, 2001 Rumor Has It January 11, 2001 February 8, 2001 Accounting #01-14 -- 2000 Federal Tax and Wage Statements for Department of Defense Po • Computer Discounts for Federal Employees - DFAS WSR 01-08, January Contact DFAS February 1, 2001 January 2, 2001 #01-13 -- DFAS Employee Garners Membership in Prestigious Group (PDF) Corp. Management Services • E/MSS offers guicker access to your LES - DFAS WSR 01-07, January 2, January 24, 2001 DFAS Centers #01-12 -- DFAS Prepares for A-76 Competition (PDF) January 22, 2001 #01-11 -- 1099-R forms mailed by January 15, 2001 (PDF) External Press Releases for January 16, 2001 #01-10 -- DFAS Celebrates its 10th anniversary (PDF) Customers and Employees

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Print

"The Unqualified Opinion"



For More Information

Ms. Claudia L. Bogard Director for Corporate Communications

Phone: (703) 607-1452

E-mail: claudia.bogard@dfas.mil

